



NEWS RELEASE

For Immediate Release – January 21, 2014

Contact: Gerald Rome, Acting Securities Commissioner at 303-894-2320

MULTI-LEVEL MARKETING OPERATION ORDERED TO STOP BY SECURITIES COMMISSIONER

Denver, Colorado --- Acting Colorado Securities Commissioner Gerald Rome announced today that he has entered a final cease and desist order against a California information technology company for allegedly violating the securities registration provisions of the Colorado Securities Act ("Act") in connection with the offer of securities in Colorado.

Named in the Order are **World Capital Markets, Inc., WCM777, Inc.**, and their founder and chairman, **Ming Xu**, all of Pasadena, California.

The Staff of the Division of Securities (the "Staff") alleged that World Capital sought Colorado investors through websites, webinars, and live presentations to purchase packages that allow the purchaser to access World Capital's cloud media services and earn commissions or profits with advertised returns of more than 90%. The program operated much like a multi-level marketing program where purchasers received bonuses for referrals, purchase of stock options, and other bonuses based on how many referrals obtained by a purchaser.

The Staff alleged that World Capital failed to register either security offering and, by offering the investment opportunity to the public at large by soliciting on the internet, World Capital violated the registration provisions under the Act.

The cease and desist order, which all agreed to, orders them to immediately and permanently cease and desist offering or selling unregistered securities in Colorado, or otherwise engaging in conduct in violation of any provision of the Act. Cease and desist orders were also entered against both companies.

A copy of the Order can be found at: <http://www.dora.state.co.us/securities/enforcement.htm#CeaseDesist> or by calling the Division at (303) 894-2320.

*The **Colorado Division of Securities** is responsible for the administration and enforcement of the Colorado Securities Act, the Colorado Commodity Code, the Colorado Municipal Bond Supervision Act, and the Local Government Investment Pool Trust Fund Administration and Enforcement Act. The Division licenses and regulates stockbrokers and investment advisers and the securities investments they offer, sell, and advise about in Colorado. The Division also investigates cases of alleged securities fraud.*

***DORA** is dedicated to preserving the integrity of the marketplace and is committed to promoting a fair and competitive business environment in Colorado. Consumer protection is our mission.*

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